ALL THE KING'S MEN
Analysis of Two Ads
Ad "C"
Ad "D"

Top Drawer

ARI FACTS

Confidential for Executives of

COLUMBIA PICTURES CORP.

Copies to:

NEW YORK

HOLLYWOOD

6 - N.Y. client
1 - 95 (Hold)
2 - N.Y. files
3 - Princeton files

AUDIENCE RESEARCH INC.
PRINCETON NEW YORK HOLLYWOOD

COL-4905-21
July 25, 1949

CONFIDENTIAL FOR THE EXECUTIVES OF

COLUMBIA PICTURES CORP.

ARI has continued nationwide advertisement tests for Columbia's *ALL THE KING'S MEN*.. The first two ads tested were reported June 22, 1949. The second two ads, labeled Ad "C" and Ad "D" to distinguish them from the ads tested in the first test, which were labeled Ad "A" and Ad "B", can be described as follows:

Ad "C" "New" Approach With Illustration. This ad differed from Ad "A" in having an illustration in the lower left hand corner designed to reduce the historical implications and make it clearer that the picture is based on a modern story; also, the pictures with which *ALL THE KING'S MEN* is compared are different from those in Ad "A". In Ad "A" the pictures referred to were *THE SNAKE PIT, LOST WEEKEND,* and *THE JOLSON STORY*.. In Ad "C" reference is to *THE BEST YEARS OF OUR LIVES, GOING MY WAY* and "The Jolson Pictures".

Ad "D" "New" Approach - "Political Boss" Ad. This ad is distinguished from Ad "A" by the two differences noted above for Ad "C" and in addition had a third important difference -- it identified the central character of the story as a political boss.

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

CONFIDENTIAL FOR THE EXECUTIVES OF
COLUMBIA PICTURES CORP.

SUMMARY OF FINDINGS

Over-all and "Carriage Trade" Want-to-see

	WANT-TO-SEE (Title and Cast Only)	AD "C" "NEW" APPROACH With Illustration	AD "D" "NEW" APPROACH - "Political Boss"
Total	30	49	53
Upper and Middle Incomes	27	52	52
College Educated Movie-goers	27	53	53
"First-Run" Movie-goers	33	50	61

CONCLUSIONS

1. As in the case of Ads "A" and "B" tested earlier, Ads "C" and "D" add substantially to a very low basic (title and cast) want-to-see contributing 19 and 23 points respectively.

2. Ad "D" produces the highest over-all want-to-see of the four ads tested.

3. While neither ad is quite as strong as Ad "A" in those groups to whom these ads are particularly directed, the upper income and better educated movie-goers, both ads pick up considerable strength among the less well educated movie-goers.

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

4. Ad "D" is the strongest of the four ads among first-run movie-goers.

5. Both ads reduced the picture's historical implications and increased awareness that the picture is based on a modern story. This is indicated by the fact that the historical implications of Ad "C" were three to four points less than in the case of the first two ads tested and suggested specifically a story of modern times to nearly twice as many as ads "A" and "B"; Ad "D" with 42 per cent expecting the story to be about a politician was clearly superior to Ad "C" in this respect.

6. Another striking characteristic of Ad "D" is its substantial implication of mystery-murder. As a result "excitement" showed the greatest plus value as a reason for wanting to see the picture.

7. The category "Ad tells nothing - can't understand it" is reduced to a negligible factor among the reasons in the case of Ad "D". In the case of the other three ads it was the major negative reason.

A breakdown of regular and ad want-to-sees will be found on the next page.

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

CONFIDENTIAL FOR THE EXECUTIVES OF
COLUMBIA PICTURES CORP.

MARKET BREAKDOWN OF REGULAR WANT-TO-SEE (TITLE AND CAST) AND AD WANT-TO-SEES

	WANT-TO-SEE (TITLE AND CAST ONLY)	AD "C" "NEW" APPROACH WITH ILLUSTRATION	AD "D" "NEW" APPROACH "POLITICAL BOSS"
TOTAL	30	49	53
MALES	34	51	54
FEMALES	26	48	51
AGES: 12-17	31	49	49
18-30	27	48	52
31-Up	33	51	58
INCOMES: Upper and Middle	27	52	52
Lower	32	48	54
FREQUENCY OF ATTENDANCE:			
Less Than Once a Week	27	49	54
Once a Week	29	49	53
More Than Once a Week	36	51	53
SIZE OF COMMUNITY:			
10,000 - 100,000	27	46	50
100,000 - 500,000	34	48	54
Over 500,000	29	52	54
EDUCATION LEVEL:			
College, Technical and Business School	27	53	53
High School	25	49	53
Other	35	47	53
First-Run Customers	33	50	61

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

CONFIDENTIAL FOR THE EXECUTIVES OF
COLUMBIA PICTURES CORP.

IMPLICATIONS

AD "C"

"New" Approach With Illustration

	TOTAL %	WANT-TO-SEE %	DON'T WANT-TO-SEE %
Old times, historical, kings, knights, etc.	17	18	16
Biography of a contemporary man	17	16	19
Everyday life, family life - ordinary people	15	20	9
Don't know - can't tell from ad	13	9	19
Drama, serious, deep, tragic	10	11	10
Love, sex, women	8	9	8
Public figure (Politician, dictator, tyrant, tycoon)	6	6	5
War, fighting	5	7	4
Excitement, adventure	4	6	3
Mystery, murder, gangster, thriller, crime	3	3	3
About great, important, unusual man	3	3	3
Contemporary social problem - (Negro, Jewish, class war, slums, etc.)	4	4	4
Hardships, troubles, obstacles, conflicts	2	3	1
Europe - England	2	2	1
Huey Long machine, etc.	1	1	1

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

IMPLICATIONS

AD "D"

"New" Approach - "Political Boss"

	TOTAL %	WANT-TO-SEE %	DON'T WANT-TO-SEE %
Politician	42	41	42
Mystery - murder	28	28	28
Old times, historical, kings, knights, etc.	9	9	8
Everyday life, family life, ordinary people	6	5	6
Love, sex, women	5	5	6
Don't know - can't tell from ad	4	4	3
Drama, serious, deep, tragic	3	3	4
Biography of contemporary man	3	3	4
War, fighting	2	2	3
Excitement, adventure	2	2	1
Huey Long machine, etc.	2	2	3
Contemporary social problem - (Negro, Jewish, class war, slums, etc.)	1	1	1
About great, important, unusual man	1	1	1
Europe - England	1	1	1

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

MOVIE-GOERS' REASONS FOR WANT-TO-SEE VOTE ON "ALL THE KING'S MEN" AFTER LOOKING AT AD "C"

~~"New" Approach With Illustration~~

	~~WANT-TO-SEE~~ Those who, after looking at the ad, said they wanted to see the picture %	DON'T WANT-TO-SEE Those who, after looking at the ad, said they didn't want to see the picture %	DIFFERENCE %	E	F
Curious - want to see what it's about	16	*	+16	+14	+18
Comparison with other pictures	7	*	+ 7		
Excitement	7	1	+ 6	+11	+14
Everyday life, true-to-life	6	*	+ 6	+1	
Pulitzer Prize winner	4	*	+ 4		
Heard about or read book	4	*	+ 4		
Different, unusual	3	-	+ 3	+1	
Educational	2	*	+ 2		
Deep, dramatic, heavy, serious	3	2	+ 1		
Historical	2	1	+ 1	+1	
Spectacular	1	*	+ 1		
About a man of our times	1	-	+ 1		
Cast	4	4	0	+4	+3
Dull, uninteresting	-	10	-10		
Ad tells nothing - can't understand it	4	16	-12		

Crawford +1
Drew +1
Derek +1
Gangsters -7

*Less than one per cent.

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

CONFIDENTIAL FOR THE EXECUTIVES OF
COLUMBIA PICTURES CORP.

MOVIE-GOERS' REASONS FOR WANT-TO-SEE VOTE ON "ALL THE KING'S MEN" AFTER LOOKING AT AD "D"

"New" Approach - "Political Boss"

	WANT-TO-SEE %	DON'T WANT-TO-SEE %	DIFFERENCE %
Curious - want to see what it's about	22	-	+22
Excitement	10	-	+10
Comparison with other pictures	9	*	+ 9
About a man of our times	3	-	+ 3
Heard about or read book	3	*	+ 3
Different, unusual	3	-	+ 3
Educational	2	-	+ 2
Pulitzer Prize winner	2	-	+ 2
Spectacular	1	-	+ 1
Historical	2	1	+ 1
Cast	3	3	0
Deep, dramatic, heavy, serious	2	2	0
Death, murder	*	1	- 1
Ad tells nothing - can't understand it	1	4	- 3
Dull, uninteresting	-	16	-16

* Less than one per cent.

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

ALL THE KING'S MEN

Analysis of Two Ads

Ad "C"

Ad "D"

Top Drawer

ARI FACTS

Confidential for Executives of

COLUMBIA PICTURES CORP.

Copies to:

NEW YORK

HOLLYWOOD

6 - N.Y. client
1 - 95 (Hold)
2 - N.Y. files
3 - Princeton files

AUDIENCE RESEARCH INC.

PRINCETON NEW YORK HOLLYWOOD

COL-4905-21

July 25, 1949

CONFIDENTIAL FOR THE EXECUTIVES OF

COLUMBIA PICTURES CORP.

ARI has continued nationwide advertisement tests for Columbia's *ALL THE KING'S MEN*.. The first two ads tested were reported June 22, 1949. The second two ads, labeled Ad "C" and Ad "D" to distinguish them from the ads tested in the first test, which were labeled Ad "A" and Ad "B", can be described as follows:

Ad "C" "New" Approach With Illustration. This ad differed from Ad "A" in having an illustration in the lower left hand corner designed to reduce the historical implications and make it clearer that the picture is based on a modern story; also, the pictures with which *ALL THE KING'S MEN* is compared are different from those in Ad "A". In Ad "A" the pictures referred to were *THE SNAKE PIT, LOST WEEKEND,* and *THE JOLSON STORY*.. In Ad "C" reference is to *THE BEST YEARS OF OUR LIVES, GOING MY WAY* and "The Jolson Pictures".

Ad "D" "New" Approach - "Political Boss" Ad. This ad is distinguished from Ad "A" by the two differences noted above for Ad "C" and in addition had a third important difference -- it identified the central character of the story as a political boss.

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

CONFIDENTIAL FOR THE EXECUTIVES OF
COLUMBIA PICTURES CORP.

SUMMARY OF FINDINGS

Over-all and "Carriage Trade" Want-to-see

	WANT-TO-SEE (Title and Cast Only)	AD "C" "NEW" APPROACH With Illustration	AD "D" "NEW" APPROACH - "Political Boss"
Total	30	49	53
Upper and Middle Incomes	27	52	52
College Educated Movie-goers	27	53	53
"First-Run" Movie-goers	33	50	61

CONCLUSIONS

1. As in the case of Ads "A" and "B" tested earlier, Ads "C" and "D" add substantially to a very low basic (title and cast) want-to-see contributing 19 and 23 points respectively.

2. Ad "D" produces the highest over-all want-to-see of the four ads tested.

3. While neither ad is quite as strong as Ad "A" in those groups to whom these ads are particularly directed, the upper income and better educated movie-goers, both ads pick up considerable strength among the less well educated movie-goers.

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

4. Ad "D" is the strongest of the four ads among first-run movie-goers.

5. Both ads reduced the picture's historical implications and increased awareness that the picture is based on a modern story. This is indicated by the fact that the historical implications of Ad "C" were three to four points less than in the case of the first two ads tested and suggested specifically a story of modern times to nearly twice as many as ads "A" and "B"; Ad "D" with 42 per cent expecting the story to be about a politician was clearly superior to Ad "C" in this respect.

6. Another striking characteristic of Ad "D" is its substantial implication of mystery-murder. As a result "excitement" showed the greatest plus value as a reason for wanting to see the picture.

7. The category "Ad tells nothing - can't understand it" is reduced to a negligible factor among the reasons in the case of Ad "D". In the case of the other three ads it was the major negative reason.

A breakdown of regular and ad want-to-sees will be found on the next page.

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

CONFIDENTIAL FOR THE EXECUTIVES OF
COLUMBIA PICTURES CORP.

MARKET BREAKDOWN OF REGULAR WANT-TO-SEE (TITLE AND CAST) AND AD WANT-TO-SEES

	WANT-TO-SEE (TITLE AND CAST ONLY)	AD "C" "NEW" APPROACH WITH ILLUSTRATION	AD "D" "NEW" APPROACH "POLITICAL BOSS"
TOTAL	30	49	53
MALES	34	51	54
FEMALES	26	48	51
AGES: 12-17	31	49	49
18-30	27	48	52
31-Up	33	51	58
INCOMES: Upper and Middle	27	52	52
Lower	32	48	54
FREQUENCY OF ATTENDANCE:			
Less Than Once a Week	27	49	54
Once a Week	29	49	53
More Than Once a Week	36	51	53
SIZE OF COMMUNITY:			
10,000 - 100,000	27	46	50
100,000 - 500,000	34	48	54
Over 500,000	29	52	54
EDUCATION LEVEL:			
College, Technical and Business School	27	53	53
High School	25	49	53
Other	35	47	53
First-Run Customers	33	50	61

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

CONFIDENTIAL FOR THE EXECUTIVES OF
COLUMBIA PICTURES CORP.

IMPLICATIONS

AD "C"

"New" Approach With Illustration

	TOTAL %	WANT-TO-SEE %	DON'T WANT-TO-SEE %
Old times, historical, kings, knights, etc.	17	18	16
Biography of a contemporary man	17	16	19
Everyday life, family life - ordinary people	15	20	9
Don't know - can't tell from ad	13	9	19
Drama, serious, deep, tragic	10	11	10
Love, sex, women	8	9	8
Public figure (Politician, dictator, tyrant, tycoon)	6	6	5
War, fighting	5	7	4
Excitement, adventure	4	6	3
Mystery, murder, gangster, thriller, crime	3	3	3
About great, important, unusual man	3	3	3
Contemporary social problem - (Negro, Jewish, class war, slums, etc.)	4	4	4
Hardships, troubles, obstacles, conflicts	2	3	1
Europe - England	2	2	1
Huey Long machine, etc.	1	1	1

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

IMPLICATIONS

AD "D"

"New" Approach - "Political Boss"

	TOTAL %	WANT-TO-SEE %	DON'T WANT-TO-SEE %
Politician	42	41	42
Mystery - murder	28	28	28
Old times, historical, kings, knights, etc.	9	9	8
Everyday life, family life, ordinary people	6	5	6
Love, sex, women	5	5	6
Don't know - can't tell from ad	4	4	3
Drama, serious, deep, tragic	3	3	4
Biography of contemporary man	3	3	4
War, fighting	2	2	3
Excitement, adventure	2	2	1
Huey Long machine, etc.	2	2	3
Contemporary social problem - (Negro, Jewish, class war, slums, etc.)	1	1	1
About great, important, unusual man	1	1	1
Europe - England	1	1	1

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

MOVIE-GOERS' REASONS FOR WANT-TO-SEE VOTE ON "ALL THE KING'S MEN" AFTER LOOKING AT AD "C"

~~"New" Approach With Illustration~~

	~~WANT-TO-SEE~~ Those who, after looking at the ad said they wanted to see the picture %	DON'T WANT-TO-SEE Those who, after looking at the ad said they didn't want to see the picture %	DIFFERENCE %	
Curious - want to see what it's about	16	*	+16	+14 +18
Comparison with other pictures	7	*	+ 7	
Excitement	7	1	+ 6	+11+14
Everyday life, true-to-life	6	*	+ 6	+1
Pulitzer Prize winner	4	*	+ 4	
Heard about or read book	4	*	+ 4	
Different, unusual	3	-	+ 3	+1
Educational	2	*	+ 2	
Deep, dramatic, heavy, serious	3	2	+ 1	
Historical	2	1	+ 1	+1
Spectacular	1	*	+ 1	
About a man of our times	1	-	+ 1	
Cast	4	4	0	+4 +3
Dull, uninteresting	-	10	-10	
Ad tells nothing - can't understand it	4	16	-12	

Crawford +1
Dru +1
Davis +1
Gangsters -7

*Less than one per cent.

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

MOVIE-GOERS' REASONS FOR WANT-TO-SEE VOTE ON "ALL THE KING'S MEN" AFTER LOOKING AT AD "D"

"New" Approach - "Political Boss"

	WANT-TO-SEE %	DON'T WANT-TO-SEE %	DIFFERENCE %
Curious - want to see what it's about	22	-	+22
Excitement	10	-	+10
Comparison with other pictures	9	*	+ 9
About a man of our times	3	-	+ 3
Heard about or read book	3	*	+ 3
Different, unusual	3	-	+ 3
Educational	2	-	+ 2
Pulitzer Prize winner	2	-	+ 2
Spectacular	1	-	+ 1
Historical	2	1	+ 1
Cast	3	3	0
Deep, dramatic, heavy, serious	2	2	0
Death, murder	*	1	- 1
Ad tells nothing - can't understand it	1	4	- 3
Dull, uninteresting	-	16	-16

* Less than one per cent.

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

Ad "C"

Is there anything NEW in the movies?

It happens now and then. *THE BEST YEARS OF OUR LIVES* was an example. *GOING MY WAY* was another. So were the *JOLSON* pictures. They burst like rockets across the country and millions of movie-goers are made happy by such striking examples of popular, successful and worth-while picture-making.

Another is in the offing. As a matter of fact, it's just around the corner—a brilliant, merciless study of a man in our time, his morals, manners, and women. The title? *ALL THE KING'S MEN* . . . rather important in itself . . . the great Pulitzer Prize-winning novel by Robert Penn Warren . . . produced and directed by Robert Rossen. The cast? Great actors . . . some whose names might not fall too familiarly from your lips . . . but great actors.

The story? The theme? The background?

Here is a story of such mounting intensity that a number of preview audiences, limp after this stark, electrifying drama, became couriers of applause and adulation for the brave young effort now come to woo the favor of the movie-goers of this great city.

The theme you've discussed a thousand times . . . in your family . . . with your neighbor . . . at countless dinner tables . . . it's a part of the life we live.

The background is a tapestry of sheer excitement in which life, death and tragic happenings vie with each other in moods so tense that the crackling seconds become almost painful.

That's *ALL THE KING'S MEN* . . . a vital, very great motion picture. You should see it. Its like may not come this way again.

This Columbia Picture will be shown at the Astor Theater, 45th Street and Broadway, beginning January 20th.

AD "D"

Is there anything NEW in the movies?

It happens now and then. *THE BEST YEARS OF OUR LIVES* was an example. *GOING MY WAY* was another. So were the *JOLSON* pictures. They burst like rockets across the country and millions of movie-goers are made happy by such striking examples of popular, successful and worth-while picture-making.

Another is in the offing. As a matter of fact, it's just around the corner—a brilliant, merciless study of the manners, the morals . . . and the women of a ruthless political boss of our time. The gamblers, the touts, and the crooks who fought for his favor. The men and women who fought to "get the goods" on him. The title? *ALL THE KING'S MEN* . . . rather important in itself . . . the great Pulitzer Prize-winning novel by Robert Penn Warren . . . produced and directed by Robert Rossen. The cast? Great actors . . . some whose names might not fall too familiarly from your lips . . . but great actors.

The story? The theme? The background?

Here is a story of such mounting intensity that a number of preview audiences, limp after this stark, electrifying drama, became couriers of applause and adulation for the brave young effort now come to woo the favor of the movie-goers of this great city.

The theme you've discussed a thousand times . . . in your family . . . with your neighbor . . . at countless dinner tables . . . it's a part of the life we live.

The background is a tapestry of sheer excitement in which life, death and tragic happenings vie with each other in moods so tense that the crackling seconds become almost painful.

That's *ALL THE KING'S MEN* . . . a vital, very great motion picture. You should see it. Its like may not come this way again.

This Columbia Picture will be shown at the Astor Theater, 45th Street and Broadway, beginning January 20th.